

STOCKS IN RESERVE SEEM INSUFFICIENT

Contrary to Expectations, Greatest Car Shortage in Industry's History Is Foreseen by Edward S. Jordan. 1920 Demand Cannot Be Met, He Says

CONTRARY to all expectations of manufacturers, dealers and the public, the greatest shortage of motorcars which has yet been experienced in the history of the industry is most likely to develop at the very time when cars will be most in demand.

This is the prediction of Edward S. Jordan, president of the Jordan Motor Car Co., who, since his return from Europe, has made a survey of the American production and sales situation in the interests of his own organization. Six months ago it looked as though the greatest difficulties in production would be surmounted before the first of the year, and the first six months of 1920 would find all the factories in the industry going at top speed.

"This hope can never be realized. The chief obstacles to production, created by the steel strike, will be encountered in the second quarter of 1920."

Steel Output Low

"The production of steel at present is hardly in excess of 50 per cent of the capacity, and the manufacturers are rapidly using up the excess over and above production, which they found in the reserve stocks which had been accumulated in the various parts of the country.

"These reserve stocks have been obtained at a premium and they will be hardly sufficient to take care of the first three months' production.

"After that time, we may expect to have even more difficulty in getting steel, until the production schedules of the steel plants are materially increased.

"This means that any increase in production above the present manufacturing schedules must be accomplished in the first three months of the year, by accumulating all available supplies."

Plate Glass Shortage

"Another serious handicap in filling the motorcar demand is the acute shortage of plate glass. This shortage is brought about by a diversity of causes. The story of its importance was related to Mr. Jordan by an official of the largest glass producer in America while riding in a motorcar over the battlefields of France a month or so ago.

"We never anticipated," said this man, "what a tremendous demand for glass would develop after the war."

"In addition to the regular demand for building purposes, the automobile industry in response to the tremendous closed-car demand, has placed a burden upon the glass producers which it will be impossible for them to meet for months to come."

Times Have Changed

"Time was when we sold glass only to windshield manufacturers, with only a small quantity going to the makers of closed cars.

"The introduction of the plate glass in the rear of the top of nearly all motorcars has created a demand which is enormous, while the effort to meet

the demand for closed cars has absolutely swamped the glass makers."

"Then, too, the labor unrest is but one symptom of the 'case of nerves' which afflicted the country, and from which we as a nation have not fully recovered."

"There are a number of other difficulties, among which might be mentioned the shortage in closed-car hardware which is produced in comparatively small quantities by only a few companies; this factor, combined with the coal strike, labor unrest, glass and steel under-production, makes it vitally important to the dealer to accumulate all the cars he can in January and February, and to the public, who expect to have delivery before next fall."

HOME-BRED LOOKS FOREIGN

Revere Machine Made Instant Hit at Auto Show Last March

The new Revere car has a decidedly foreign appearance in design in all its models. It is distributed in this territory by the Murray Motor Sales Company at 833 North Broad street, who are exhibiting it in connection with the Davis Six.

This car was first seen here at the show last March, and made an instant hit. It is produced in 4-passenger touring, 2-passenger sport style, and a 7-passenger touring. The Revere is distinguished by a semi-circular radiator and hood, especially high and with high body sides, and carries a spare wheel on the running board.

Automobile Seating Capacity Greater Than All Railroad and Street Cars Combined

HORSE'S DAYS NUMBERED

"It is difficult to believe that as recently as 1893 a 'new-fangled' contraption covered its first mile without the aid of horsepower, although greeted with more or less derision, or that Barnum & Bailey Circus, only a few short years since, actually exhibited a horseless vehicle as a curiosity," J. E. Gomer, of the Gomer-Schwartz Motorcar Co., 128 North Broad street, said.

"Yet today the automobile industry ranks third in importance in government manufacturing records, while there are more than 8,500,000 motorcars in use in the United States. This means that there is approximately one car for every seventeen persons in this country, while Europe can boast of only one for every 230 persons in its population.

"Yet scarcely ten years ago there was only a handful of cars in the entire United States. Owners who ventured to appear on the streets in cars were jeered, and the difficulties encountered in making these early mechanical 'contrivances' run at all were a never-failing subject of jest for the humorous.

"Today, however, London has taken

the lead in barring horses from many of its thoroughfares, and many American cities are considering doing the same. A new era of transportation is dawning which will relegate the horse to zoos, the automobile having developed from a pleasure car and rich man's toy into the poor man's necessity.

"There are nearly 7,000,000 cars in use and a railway authority states that the seating capacity of automobiles exceeds that of all the railways and street cars of the country combined, while the passenger miles traveled an-

nually exceed those of street cars and steam railways.

"The total number of persons employed in the manufacture and sale of automobiles is estimated at more than 1,000,000. In actual wages it is said that the amount paid these employees is \$747,000,000, of which the automobile factories pay \$275,000,000, the parts and accessories factories \$288,000,000 and the dealers and garages \$184,000,000.

"The wages paid in the automobile industry amount to more than twice the entire annual revenue of the United States postoffice and seven times the amount paid the railways for the transportation of the mails. The sum is equal to three-quarters of the government's ordinary receipts. It exceeded \$100,000,000 all the gold in circulation in the United States in 1916.

"The total capital invested is \$1,207,000,000, which is three times as large as the outstanding stock of the entire Standard Oil group of thirty-five odd companies and exceeded the capital of all the national banks at the end of 1916.

"In all the annals of industry where else can such an amazing record of achievement be found and what new wonders will the future reveal?"

MOTOR FOR EVERY 17 PEOPLE IN U. S.

Automobile Seating Capacity Greater Than All Railroad and Street Cars Combined

Railroads Handled 300,000 Carloads of Autos in 1919

The chairman of the traffic committee of the national automobile chamber of commerce, William E. Metzger, reports shipping figures on automobiles for the last five years as follows:

Year	Carloads
1915	192,575
1916	271,174
1917	298,542
1918	181,470
1919	396,000

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Using the Emergency

The gear lever and the emergency brake lever on the new series Marmon are just under the right side of the steering wheel. The hand drops naturally to the brake and operates it on second thought. It is good practice to use this hand brake all the time. When the tense moment comes, presto, both brakes have been applied and the car obeys.

Race Drivers in Aero-Eights

Two of the world's most renowned automobile race drivers have selected the Cole Aero-Eight for their personal use. One of these is Jules Goux, the first foreign driver to compete in the 500-mile race at the Indianapolis Motor Speedway. The other is Howard Wilcox, who won the Liberty Sweepstakes at the Indianapolis track last year.

Removing Cause of Squeaks

Running board hangers and light sheet metal strips are charged with about 85 per cent of car squeaks and rattles. The running board of the new Haxon is a strengthening member of the frame. Riveted to the lower flange of the frame, it will bear weight of passengers without disturbing the frame. Doors away with hangers and metal skirts. It also banishes the squeaks and rattles.

Car Looks Shabby? No Need for It

A new top? Perhaps repainting, naturally. Winter enclosure or side curtains that open with the door, to keep the cold out. Seat covers are an addition. Remove those unightly dents from the body and fenders. New metal lights in the curtains may prevent many accidents. When CRITERION returns your car to you, you'll say—

"Lucky! A 1920 Model"

Criterion Auto Paint Shop

Bell Phone—Kensington 13-21 2244-46 N. Fourth St.



See the

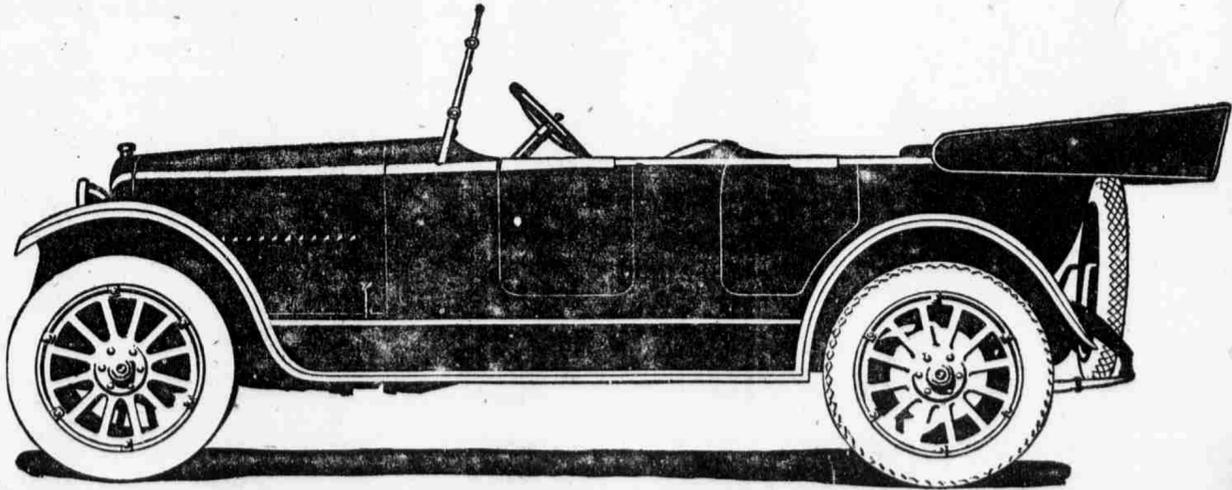
NASH SIX

at the Show

The ever-increasing interest evidenced in the Nash Six is a tribute to the demonstrated quality of its performance. The unusual power, economy and quietness of its Perfected Valve-in-Head Motor has earned the unqualified endorsement of its thousands of owners and has built up for The Nash Motors Company a great good will that is nation wide.

NASH MOTORS

VALUE CARS AT VOLUME PRICES

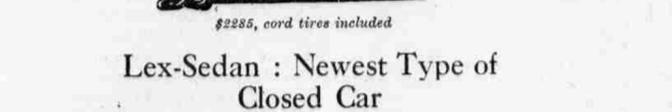
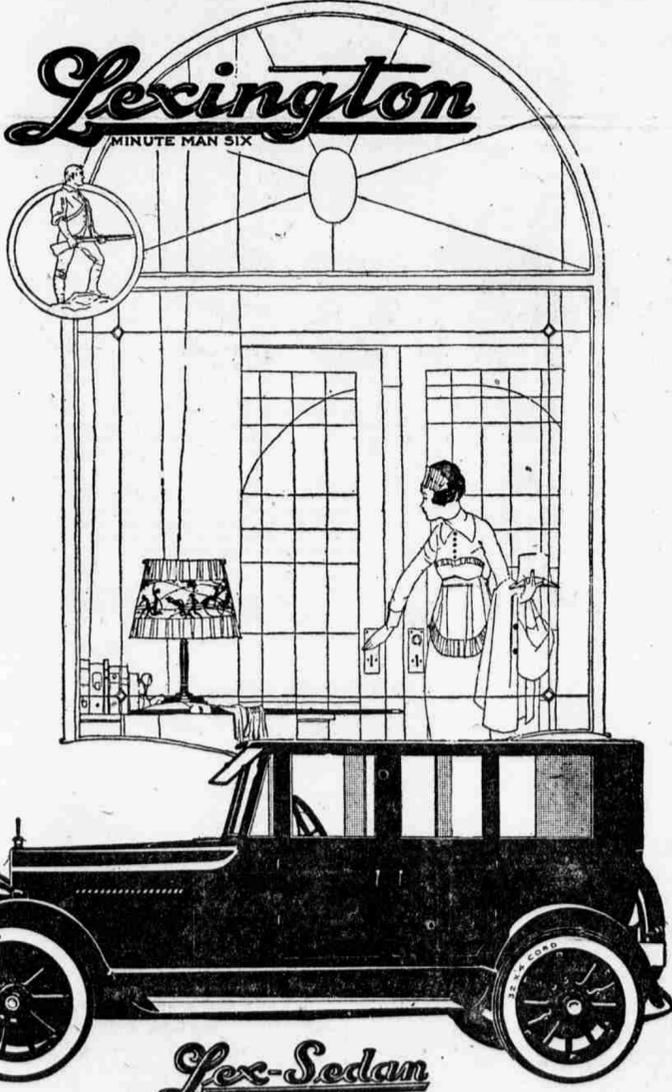


5-passenger touring car, \$1490; 2-passenger roadster, \$1490; 4-passenger sport model, \$1595
7-passenger touring car, \$1640; 4-passenger coupe, \$2350; 7-passenger sedan, \$2575
Prices f. o. b. Kenosha

PHILA. NASH MOTOR CO.

342 N. Broad Street

Locust 6420



Lex-Sedan

\$2285, cord tires included

Lex-Sedan : Newest Type of Closed Car

LEXINGTON introduces the car which solves the closed-car problem by building the body for the top. The results are extraordinary, for a closed car, both in performance and appearance.

LEXINGTON MOTOR CO. OF PENNA.

W. A. Kuster, President

LEXINGTON BUILDING, 851 NORTH BROAD STREET

Opposite Metropolitan Opera House